

## Message Text

UNCLASSIFIED

PAGE 01 NEW DE 11433 121639Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----125950 130327Z /64

R 121204Z AUG 77  
FM AMEMBASSY NEW DELHI  
TO SECSTATE WASHDC 5388  
USDOC  
INFO AMCONSUL BOMBAY  
AMCONSUL CALCUTTA  
AMCONSUL MADRAS

UNCLAS NEW DELHI 11433

E.O. 11652: N/A  
SUBJECT: PRINTING AND ARTS GRAPHIC CATALOG SHOW

REF: (A) STATE 185632 (B) USDOC 15208

1. EMBASSY AND CONSULATES GENERAL HAVE CAREFULLY CONSIDERED PROPOSAL CONTAINED REF (A) FOR PRINTING AND GRAPHIC ARTS CATALOG SHOW TO BE ENLARGED TO INCLUDE SALES PROMOTION OF A WIDE RANGE OF PUBLICATIONS. HERETOFORE, ALL CATALOG SHOWS SCHEDULED AND PROMOTED IN INDIA HAVE BEEN CONCERNED WITH AND AIMED AT A SINGLE INDUSTRIAL SECTOR AND, THEREFORE, AT GENERALLY HOMOGENEOUS TARGET GROUPS. WE FEEL THAT THE ADDITION OF AN APPRECIABLE NUMBER OF MISCELLANEOUS PUBLICATIONS ON DISPARATE SUBJECTS, WITH THE ONLY UNIFYING FACTOR IN THEIR DISPLAY BEING THEIR POSSIBLE SALE IN INDIA, WOULD BE BOTH DISTRACTING AND CONFUSING TO OUR BASIC TARGET AUDIENCE WHOSE INTEREST LIES IN PURCHASE OF PRINTING AND GRAPHIC ARTS EQUIPMENT, WE BELIEVE, THEREFORE, THAT SUCH AN ADDITION WOULD RENDER THE CATALOG SHOW LESS EFFECTIVE VIS-A-VIS THE PRIME TARGET GROUP CONCERNED. IN VIEW OF THIS, WE WOULD PREFER TO MAINTAIN THE ORIGINAL PARAMETERS OF THE PRINTING AND GRAPHIC ARTS CATALOG SHOW EVEN THOUGH THERE MIGHT BE SOMEWHAT FEWER CATALOGS AVAILABLE THAN IS UNCLASSIFIED

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GENERALLY THE CASE FOR OTHER SHOWS.

2. SHOULD COMMERCE BE ABLE TO ASSEMBLE MINIMUM OF SAY 50 CATALOGS, WE BELIEVE THAT WE COULD STRETCH OUT DISPLAY OF SUCH A CATALOG GROUP THROUGH THEIR MORE DISPERSED ARRANGEMENT AND THROUGH DECORATION OF THE CATALOG DISPLAY AREA SO THAT AN ADEQUATE SHOW COULD BE PRESENTED. ALSO, IF THE

CALIBER OF THE INDUSTRY EXPERT OR EXPERTS AND OF THE RELATED SEMINAR TO BE GIVEN IN CONJUNCTION WITH THE SUBJECT CATALOG SHOW IS HIGH, WE BELIEVE THAT DIMINUTION OF THE NUMBER OF CATALOGS TO BE DISPLAYED WOULD BE RENDERED MORE ACCEPTABLE.

3. MISSION HOPES THAT COMMERCE WILL FIND IT POSSIBLE TO GO FORWARD WITH PLANS AS ORIGINALLY CONCEIVED FOR SUBJECT CATALOG SHOW, WHICH WE BELIEVE WOULD ACHIEVE AN EXCELLENT RESPONSE FROM END USERS IN INDIA.

4. EMBASSY WILL POUCH COMPLETE MARKET RESEARCH ON PRINTING AND GRAPHIC ARTS NOT LATER THAN SEPT 16. GOHEEN

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## Message Attributes

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**Review Markings:**  
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